

East End Unleashed 2024 Update

Strategic Alignment - Dynamic City Culture

Public

Tuesday, 3 October 2023
City Community Services and Culture Committee

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EXECUTIVE SUMMARY

This report responds to the Council decision of 11 July 2023,

That Council:

1. Requests Administration to present to Council at the next appropriate Committee meeting recommendations and details for efforts to enhance East End Unleashed in order to:
 - a. Involve and support East End retailers;
 - b. Support day-time and weekday retail activity in the precinct.
2. Directs Administration to include on Council and subsidiary websites and other publications relating to East End Unleashed, the promotion of:
 - a. Using Adelaide Metro bus, train and tram services to the city, including links to Adelaide Metro websites and travel planners; and
 - b. Walking, cycling and commercial e-scooter services;

East End Unleashed (EEU) was created in 2018 in response to an identified need to improve pedestrian safety during the Adelaide Fringe period. EEU closes Rundle Street and surrounds each Friday, Saturday and Sunday during the Adelaide Fringe period, enabling extended outdoor dining for traders.

The EEU event format, including its night-time and weekend operating hours, have proven highly successful at supporting hospitality businesses in the East End.

This report provides Council with recommendations for additional support that can be implemented to enhance the EEU opportunity for East End retailers. The report also outlines the Administration's commitment to promotion of active transport options into the city during EEU, and the actions that underpin this undertaking.

RECOMMENDATION

The following recommendation will be presented to Council on Tuesday 10 October 2023 for consideration

THAT THE CITY COMMUNITY SERVICES AND CULTURE COMMITTEE RECOMMENDS TO COUNCIL THAT COUNCIL

1. Notes the additional support that Administration will provide retailers during East End Unleashed in 2024 as contained in points 11 to 16 in the East End Unleashed 2024 Update Report, Item 7.1 on the Agenda for the meeting of the City Community Services and Culture committee held on 3 October 2023.
 2. Notes the additional information that will be created and shared through multiple channels to promote the use of public transport to the city, as well as walking, cycling and commercial e-scooter services.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture EEU delivers on Dynamic City Culture and Thriving Communities themes by connecting city users to place through curated city experiences and activating main streets and laneways for economic growth.
Policy	Not as a result of this report
Consultation	In preparation of this report additional consultation has occurred with the East End Coordination Group and retail outlets in the East End.
Resource	Any recommendations approved as part of this report will be delivered within existing resources in line with the 2023/24 Business Plan and Budget.
Risk / Legal / Legislative	Not as a result of this report
Opportunities	The report outlines opportunities for EEU to better support retail businesses and promote active transport into the city.
23/24 Budget Allocation	Not as a result of this report
Proposed 24/25 Budget Allocation	Not as a result of this report
Life of Project, Service, Initiative or (Expectancy of) Asset	EEU is an annual event.
23/24 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

East End Unleashed overview

1. East End Unleashed (EEU) was established in 2018 in collaboration with SA Police (SAPOL) as a response to emerging safety risks associated with large volumes of pedestrian traffic in the East End on weekends during the Adelaide Fringe Festival (the Fringe). By closing Rundle Street and surrounds, EEU enables safer pedestrian movement to the Fringe venues in the East End.
2. Entertainment within the EEU event site is programmed by Council to enhance the city experience, and the road closure provides an opportunity for businesses to extend their offering on to the streets.
3. In 2023 EEU operated over five weekends every Friday and Saturday night from 5:00pm to 1:00am and every Sunday from 11:00am to 9:00pm. In 2024 the proposed EEU hours will replicate those from 2023.
4. The night-time and weekend operating hours for EEU are better aligned to support hospitality businesses than retail businesses.
5. Based on the need to balance the impacts of road closures on weekdays and Saturday retail trading hours, as well as the additional impacts on residents, there is no current plan to further expand the operating hours for EEU.
6. All traders within the road closure area are invited to extend their offering onto the street directly in front of their business. In 2023, this offer was taken up by 43 hospitality businesses and no retail traders.
7. Hospitality business pay a participation fee that covers their furniture hire and a contribution to operational costs. No fees have previously been applied to retail businesses participating in EEU.
8. Trader consultation and an internal review of the operating model occurs before and after each event to ensure continuous improvement in the event delivery and optimised outcomes for traders.
9. The introduction in 2023/24 of a dedicated Place Coordinator in the East End will better enable ongoing engagement with stakeholders to identify opportunities for retail support. This may include initiatives at other times of the year that can be better optimised for retail support.
10. Rundle Street Up Late is an existing AEDA-led initiative designed specifically to support Rundle Street retail traders as part of ADL Fashion Week. In 2023, Rundle Street Up Late will be held from 4:00pm to 9:00pm on Friday 20 October.

Recommendations for retail support during EEU

11. The operating hours of EEU and the corresponding road closures will not be changed or extended in 2024, in recognition that the closure of roads and disruption of on-street car parking has impacts to retail businesses.
12. No fees will be applied to retail businesses that wish to participate in EEU in 2024.
13. Adelaide Economic Development Agency (AEDA) will be seeking an extension from State Government to retail trading hours for non-exempt shops in the CBD Tourist Precinct to 6:00pm on Saturdays during the EEU / the Fringe. This will predominantly apply to larger retailers in Rundle Mall. Smaller Rundle Mall and Rundle Street retailers are typically classified as exempt shops that are permitted to trade on any day of the year during hours that suit the needs of the business and its customers.
14. Marketing and promotion for EEU 2024 will emphasise the East End retail offering with:
 - 14.1. Shopping, day spa and salon experiences incorporated into the event messaging, particularly in relation to late night trading in the city on Friday nights.
 - 14.2. Retail-focussed competitions.
 - 14.3. Inclusion of a 'Participating Retailers' website listing on the EEU webpage.
 - 14.4. City of Adelaide social posts to promote the retail offering during EEU.
 - 14.5. Investigation of retail voucher offers and broader awareness campaigns.
15. AEDA will assist in promoting EEU and any retail offerings or promotions through Experience Adelaide channels.
16. In addition to the existing UPark Fringe Parking Offer, UPark will investigate specific parking products to assist retailers during weekend road closures.

Research and engagement

17. Business engagement occurs in the lead up to, during and after each event annually.
18. The most recent commissioned trader survey of both hospitality and retail businesses in the East End was undertaken by Hudson Howell in 2022 [Link 1 view [here](#)], with key results outlined below.
 - 18.1. Additional revenue generated during EEU for all business types was estimated to be \$1.5m across 50 surveyed businesses.
 - 18.2. Retail traders reported a change in sales revenue during EEU as follows:
 - 18.2.1. 33% reported an increase in sales revenue.
 - 18.2.2. 50% reported sales revenue stayed the same.
 - 18.2.3. 17% not sure.
 - 18.3. 44% of traders in retail businesses indicated that EEU was a positive influence on their business, with 56% indicating neither a negative nor positive influence.
19. Council will commission another independent trader survey at the conclusion of the 2024 EEU event.
20. In 2023 the Kepler East End sensors recorded higher average weekend footfall in the East End during EEU than both the weekend prior and the weekend after EEU.

Trader consultation

21. In response to the decision from Council on 11 July 2023, further consultation has been undertaken with the President of the East End Coordination Group and four locally owned retailers and service providers.
22. The key themes that emerged from retail trader feedback in relation to retail impacts were:
 - 22.1. Access and parking are perceived as the biggest issue by all retailers and service providers, with a perception that a lack of parking drives retail and service customers away.
 - 22.2. The additional foot traffic generated by EEU does not guarantee additional turnover for retail business, with visitors predisposed to dining and entertainment rather than retail shopping.
 - 22.3. The cost of staff wages is a deterrent to retail business operators to extending opening hours to better coincide with EEU operating hours.
23. For the reasons outlined above, retailers who have trialled on-street trading at previous EEU events have not experienced a strong return on investment.

Promotion of Transport options

24. Pre-event road closure coordination and planning with the Department of Infrastructure and Transport will include exploration of collaborative promotion of active transport to the East End.
25. Pre-event planning will include staff from the Low Carbon and Circular Economy and Traffic and Transport teams to ensure organisational alignment on activity and promotional opportunities.
26. In 2024, the 'Getting into the City' section on Councils EEU website will be expanded to feature additional information on public transport to the city including links to Adelaide Metro websites and travel planners, as well as information on cycling and walking, temporary taxi ranks, accessible parking and e-scooter options.
27. A webpage dedicated to East End road closure information will be created annually for the public that will include the promotion of detour options for roads, bike lanes, bike parking options and pedestrian routes, which will also be promoted across CoA social media platforms.
28. EEU road closure map illustrations will be created for website and social media use.
29. The 'Getting into the City' and road closure information will be shared with stakeholder organisations for dissemination to their networks. These organisations include Bike SA, Bike Adelaide, Walking SA, Australian Parents for Climate Change, People for Public Transport and JFA Purple Orange.
30. The road closure map illustrations and links to the road closure webpage will be provided to the Fringe hubs, The Garden of Unearthly Delights and Gluttony for use on their websites and apps.

DATA AND SUPPORTING INFORMATION

Link 1 – East End Unleashed Traders' Survey Summary Report – May 2022

ATTACHMENTS

Nil

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